

## AMENDMENTS TO THE CLAIMS

1. (Currently Amended) A method of evaluating a product review displayed in connection with a networked commerce site, comprising:

providing a product review authored by a first customer over a network to a plurality of other customers;

receiving votes over the network from other customers indicating whether the product review was helpful;

tallying the votes received for the product review;

providing over the network an indication related to the vote tally for the product review in association with the product review;

tallying votes received for a plurality of reviews authored by the first customer to provide a total tally, the total tally including votes received for the product review;

assigning a designation to the first customer based on the total vote tally for the plurality of reviews authored by the first customer; and

displaying the designation in association with the product review.

2. (Original) The method as defined in Claim 1, wherein the votes comprise votes indicating that the product review is helpful and votes indicating that the product review is not helpful.

3. (Original) The method as defined in Claim 2, wherein the helpful votes are weighted differently than non-helpful vote.

4. (Original) The method as defined in Claim 1, displaying a ranking in association with a plurality of the first customer's reviews, wherein the ranking is based at least in part on the vote tally.

5. (Original) The method as defined in Claim 4, wherein the ranking is determined by the number of helpful and unhelpful votes received for one or more of the first customer's reviews.

6. (Original) The method as defined in Claim 4, further comprising rewarding the first customer at least partly in response to the first customer achieving a first ranking.

7. (Original) The method as defined in Claim 1, further comprising displaying the designation in association with a plurality of reviews authored by the first customer.

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8. (Original) The method as defined in Claim 1, further comprising preventing a vote on the providing review from the first customer from being included in the tally of votes received for the product review.

9. (Original) The method as defined in Claim 1, wherein each of the other customers is prevented from voting more than once in relation to the product review.

10. (Original) The method as defined in Claim 1, further comprising generating a profile page associated with the first customer, wherein the profile page includes an indication related to the number of helpful votes the first customer has received for a plurality of reviews authored by the customer.

11. (Original) The method as defined in Claim 1, further comprising generating a profile page associated with the first customer, wherein the profile page includes the number of unhelpful votes the first customer has received.

12. (Withdrawn) A method of collecting and distributing a network information feedback information related to a product reviewer, comprising:

receiving over a network at least a first review for an item from a first reviewer;

causing the first review to be displayed on a first computer display in association with a description of the item;

receiving feedback evaluations for the first review over the network from readers of the first review;

transmitting over a network to at least a second computer an indication of how well the first reviewer is perceived by users based at least in part on feedback provided by users; and

transmitting over the network to the second computer a link to a profile page associated with the first reviewer.

13. (Withdrawn) The method as defined in Claim 12, further comprising transmitting the indication information and the review links to a user terminal.

14. (Withdrawn) The method as defined in Claim 12, further comprising receiving over the network a URL from the first reviewer to a photographic image of the first reviewer to be displayed in association with the first reviewer's profile page.

15. (Withdrawn) The method as defined in Claim 12 further comprising transmitting over the network at least a link to information on an item being sold by the first reviewer.

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16. (Withdrawn) The method as defined in Claim 12, further comprising transmitting to a user information which other reviewers the first reviewer prefers.

17. (Withdrawn) The method as defined in Claim 12, wherein the feedback evaluations are in the form of votes.

18. (Withdrawn) The method as defined in Claim 12, wherein the feedback evaluations are in the form of ratings.

19. (Currently Amended) A method of evaluating a product review displayed in connection with a networked commerce site, comprising:

transmitting the product review to a plurality of customers;

receiving from at least a portion of the plurality of customers evaluations indicating whether the product review was useful;

tallying evaluations for a plurality of reviews from at least a first customer to provide a combined tally for the evaluations; and

transmitting information related to the evaluations and the combined tally for display in association with the product review.

20. (Withdrawn) A method of rating reviews, comprising:

causing a display of a review on a first plurality of user computer screens;

causing a display of first link adjacent to the review, wherein the first link is intended to be activated by the user if the reader finds the review helpful;

tallying at least a portion of the first link activations;

causing a display of the review on a second plurality of user computer screens in association with a number related at least in part to the tally; and

ranking the author of the review based at least in part on the tally.

21. (Withdrawn) The method as defined in Claim 20, further comprising transmitting information on the author of the review to at least a first customer, wherein the information includes identification information of at least a second review author selected by the author.